



smokefree ZONE

Newsletter of the Rhode Island Department of Health Tobacco Control Program • June/July 2004
www.health.ri.gov/disease/tobacco/home.htm — Contact Carol Hall-Walker (401) 222-2589

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Rhode Island Senate Votes 30-0 For Smokefree Law

PROVIDENCE -- After years of dying in committee, a bill to eliminate smoking in restaurants, bars and virtually all public areas and workplaces passed the Rhode Island Senate 30-0. Some private clubs and small neighborhood bars would have an extra year to comply.

Smokefree advocates celebrated in the State House Rotunda after the vote, presenting bouquets of balloons to Sosnowski and House Majority Leader Gordon Fox, who introduced a similar bill on the House side.

"We've known for generations that secondhand smoke is a killer," Fox said after the vote. "This is a resounding yes that Rhode Island cares about its workers and secondhand smoke should not be in these places."

"Anyone who wanted to work in a smoke-free worksite got it in this bill," cheered Nicholas Oliver, director of advocacy for the American Heart Association of Rhode Island.

"We made history today in Rhode Island," Sosnowski boasted. "I feel good for workers."

Margaret Kane of the American Lung Association, who says she has been lobbying the General Assembly for smokefree legislation for 30 years, declared herself "as happy as I can be."

The law is slated to take effect March 1, 2005. Employers can be fined \$250 for the first offense of allowing smoking, \$500 for the second offense and \$1,000 for third and subsequent offenses.

To win smokefree air where YOU live, go to

<http://www.smokefree.net/alerts.php>

Joseph W. Cherner

"Never doubt that a small group of thoughtful citizens can change the world. Indeed, it's the only thing that ever has." —Margaret Mead

Parts excerpted from the Pawtucket Times, 6/24/04

*Rhode Island
becomes
nation's 7th
smokefree
workplace state*

Attorney General Says Cigarette Manufacturer Violated Settlement

PROVIDENCE -- Attorney General Patrick Lynch announced recently that prosecutors have issued a cease-and-desist notice to the makers of Kool brand cigarettes, alleging that the company violated the 1998 tobacco settlement.

Lynch and other attorneys general around the nation are accusing Brown and Williamson Tobacco Co. of violating the tobacco agreement by targeting urban youth with its Kool Mixx advertising campaign.

According to Lynch, the tobacco settlement barred cigarette makers from advertising and marketing to young people. He said the Kool Mixx campaign violated the settlement because it appropriates hip-hop culture to target teen-agers and young adults.

Excerpted from the Pawtucket Times, 6/5/04

Massachusetts Becomes Sixth State to Pass Comprehensive Smoke-Free Workplace Law

On June 10th, Massachusetts became a national leader in protecting the public's right to breathe clean air, free from the proven dangers of secondhand smoke. With final action by the Legislature, Massachusetts becomes the sixth state to pass comprehensive smoke-free workplace legislation that requires all indoor workplaces and public places, including restaurants and bars, to be smoke-free. Governor Mitt Romney has said he will sign the bill into law. We applaud the Massachusetts House and Senate leadership for their persistence in seeing this legislation through many obstacles. This bill would not have happened without the extraordinarily tireless efforts of the Tobacco Free Massachusetts Coalition.

Secondhand smoke isn't just annoying; it's a scientifically proven cause of serious health problems, including lung cancer, heart disease and chronic lung ailments such as bronchitis and asthma. Because of the risk that even short-term exposure to secondhand smoke can trigger heart attacks, experts at the Centers for Disease Control and Prevention recently warned persons with heart disease to avoid indoor settings where smoking is allowed. All of us should be able to earn a living, dine in a restaurant or enjoy a night out without putting our health at risk because of secondhand smoke.

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International Institute Hosted World No Tobacco Day Festival

The International Institute Tobacco Control Program organized a multi-cultural festival in collaboration with the Southside Tobacco Control Coalition, whose members include: International Institute of Rhode Island, Rhode Island Indian Council, Socio Economic Development Center, WORD (a youth empowerment program that uses performance art to educate the community), Liberian Community Association of Rhode Island, Progreso Latino, and the Urban League of Rhode Island.

The festival was held on the front lawn of 807 Broad Street in Providence. Activities and presentations included: "Smoke Free Poetry Slam Contest" Spoken Word, Drama and Dance Contest, performance of Mishquock Wuttamauog / Red Earth Tobacco Dancers, performance of "King Zahak and Temptations of Tobacco" life-size puppet show, "Acculturation vs. Tradition", a fashion show presented by Southeast Asian youth, Mariachi band led by Dr. Antonio Barajas and the John Monteiro Cape Verdean band.

World No Tobacco Day (WNTD) is the only global event established to call attention to the impact of tobacco use on public health and reduce individual tobacco-dependence. WNTD is sponsored by the World Health Organization and observed annually on May 31.

This event was made possible by funding from the Coalition for World No Tobacco Day and RI Department of Health Tobacco Control Program.



Smithfield Participates in Memorial Day Parade

For the third year, Smithfield Substance Abuse Task Force youth participated in the North Smithfield Memorial Day Parade. The Youth Leadership group wore their smoke free members t-shirts and handed out pencils and stickers. Younger members of the task force family had fun throwing candy from the float. Melissa Flaherty, Task Force coordinator extends thanks to Dona McMillan, for once again coming up with a float and decorating it. And to all the Task Force members who rode or walked in the parade!



New York City Smoking Rates Plummet

The New York City Department of Health announced that City smoking rates were down 11% from 2002 to 2003. The decline represents 100,000 fewer smokers and marks the most significant one year drop ever recorded. Smoking rates declined in all ages, ethnicities, genders, and boroughs.

Health Commissioner Thomas R. Frieden, MD, MPH remarked, "This is extraordinarily good news for the health of New Yorkers. At least 30,000 premature deaths will be prevented."

Health experts attribute the decline in smoking to higher cigarette taxes, smokefree workplace laws, and smoking cessation programs. Only 19% of New Yorkers still smoke.

"Mayor Bloomberg, Commissioner Frieden, and the New York City Council deserve enormous credit for standing up to Big Tobacco," says Joe Cherner, president of SmokeFree Educational Services, Inc. "Their action has made New York a cleaner place to work and a more pleasurable place to play."

WORD Presents "The Inner Canvas"

To nominate a high school age girl to participate in the upcoming 13-week program at the WORD Center, contact Daneita Harmon at 490-2029. The program will deal with self-image issues, have a community service component and will conclude with a formal cotillion. Hurry, there are only six slots left.

Providence Housing Authority Holds Several Youth Events

Mini-grant recipient, Providence Housing Authority, showcased youth performances at their annual youth program awards banquet. Three 10 minute anti-tobacco presentations were given at the banquet. An anti-smoking poster contest is also underway.

3rd Annual Tobacco Control May Breakfast Celebrates Cinco de Mayo and Statewide Tobacco Control Efforts

International Institute of Rhode Island's Tobacco Control Program hosted its third annual May breakfast on May 5, 2004, to highlight tobacco control efforts across the state. Attended by legislators, lobbyists, recent arrivals to this country, and local restaurant owners, the highlights included food and music celebrations of Cinco de Mayo, demolition of a cigarette box piñata by Rhode Island's newest arrivals from Liberia, and statements of legislative support from Sen. Juan Pichardo, Representative Elizabeth Dennigan, and Providence City Council members Ronald Allen and President John Lombardi. White Electric Coffee Shop owner and smokefree workplace ban supporter Jed Arkely also spoke.

In addition to the speaking program, the nearly 150 attendees were treated to a Cinco de Mayo-themed breakfast including tamales, tacos, and omelets; a mariachi band led by Dr. Antonio Barajas, whose practice reaches out to the low-income and uninsured population in Rhode Island. All told, the event was a perfect merge of cultures, where newly arrived refugees from West Africa participated in a Mexican tradition of dancing and breaking the piñata in the name of taking action to establish health and safety in the community.



Exhibit at Local Native American PowWows

Chris Ortiz of the Rhode Island Indian Council invites tobacco treatment programs to exhibit at two local PowWows. The first is July 17 & 18 in Roger Williams Park and the second is on July 24 & 25 at Stepping Stone Ranch in West Greenwich. For information on participation at the PowWow in Providence, call Michael Bliss at 781-1098. For information on the PowWow in West Greenwich, call 788-5363.

Worksite Wellness Council Annual Meeting

Deborah Foley, executive director of the Worksite Wellness Council recently held its annual meeting. Governor Donald Carcieri and Sue Carcieri were in attendance and have been named as honorary directors of the Council. In our quest for Rhode Island to become the first well state in the nation, the Council's goal is to have 20% of Rhode Island's workforce working in well workplaces. The Governor is encouraging all state departments to work toward becoming well workplaces. The Department of Health has already achieved this designation.

July Events in Providence

Mark your calendar for the Cape Verdean Festival on July 11th at India Point Park and the Urban League Health Fair on July 31st.

East Providence "DICE" Wins Award

The East Providence Substance Abuse Task Force Youth Program "DICE" received the Healthy Schools! Healthy Kids! Award from the RI Department of Education. DICE was recognized at the State House for the program development in collaborated school health.

Schedule Miss Olga in the Fall

If you want to schedule a theatre performance at a local school in the Fall, call Diane Postoian, aka Miss Olga at 461-1322. The performance is mainly geared for the sixth grade. Call Diane for more information.

Healthy Rhode Island Coalition

To join the Campaign for a Healthy Rhode Island Coalition and work on their next project, contact Fred Ordoñez, co-chair at 728-5920 for more information.

Youth Tobacco Treatment

To learn more about becoming a youth tobacco treatment counselor or to get tobacco prevention and control materials, contact Molly Clark, American Lung Association at 421-6487.

Massachusetts' actions underscore the growing, bipartisan momentum across the country to protect everyone's right to breathe clean, smoke-free air. Massachusetts joins California, Connecticut, Delaware, Maine and New York in having enacted statewide smoke-free workplace laws that cover restaurants and bars. Florida, Idaho and Utah have passed statewide smoke-free laws that exempt only stand-alone bars. A growing number of cities and counties across the country have enacted strong laws as well.

Smoke-free laws protect health

Secondhand smoke contains more than 4,000 chemicals and 69 known carcinogens including formaldehyde, lead, arsenic, benzene and radioactive poloni-

um 210. A recent study by the International Agency for Research on Cancer of the World Health Organization concluded, "Nonsmokers are exposed to the same carcinogens as active smokers. Even the typical levels of passive exposure have been shown to cause lung cancer" among people who have never smoked. In addition to lung cancer, secondhand smoke is proven to cause heart disease, emphysema and other illnesses and is responsible nationally for thousands of deaths each year. Studies show that kids are especially vulnerable to other people's smoke, suffering from more respiratory problems, ear infections and asthma.

Smoke-free laws do not hurt business. Contrary to opponents' claims, numerous studies and the experience of smoke-free states and communities consistently show

that smoke-free laws do not harm sales or employment in restaurants and bars and may even have a positive impact. The latest evidence comes from New York City, where a report found that, in the year after the city's comprehensive smoke-free law took effect March 30, 2003, business receipts for restaurants and bars increased, employment rose, the number of liquor licenses increased, virtually all establishments are complying with the law, and the vast majority of New Yorkers support the law.

Smoke-free laws are good for health and good for business and should be enacted in every state and every community.

*William V. Corr, executive director,
Campaign for Tobacco-Free Kids*

Information and Links from the CDC

Ending Health Disparities Conference

Winston-Salem (NC) State University's School of Health Sciences is hosting "Faces of a Healthy Future: National Conference to End Health Disparities" September 27-29, 2004. This event will bring together health care providers, professionals, researchers, policymakers, community leaders, and program managers to discuss best practices, model programs and community partnerships to eliminate health disparities; share research, information, prevention and intervention strategies to promote healthy lifestyles; build partnerships; and, identify ways to recruit and advance career opportunities for minorities in health care professions.

For more information about the conference or a speaker proposal form, contact Ruth Cole Burcaw, 336-945-9288, hdconference@quantumevents.com

Smoke-free movies

Until late-May, Creative Guidelines provided on the Cinema Advertising Council's (CAC) web-site approved images that "glorify smoking" in PG-13 movies. The CAC is a trade-group for in-theater advertising. Responding to advocates' concerns, the CAC has moved "glorifying smoking" to its standards for R-rated movies. This development occurs as health groups, state Attorneys General, and US Senators express concerns about the effects of smoking in kid-rated films. You can view CAC "Creative Guidelines" at <http://www.cinemaadacouncil.org/cinema.asp> The Smokefree Movies project website provides background, ads, press clips and other information about smoking in the movies, www.Smokefreemovies.ucsf.edu

Campaign for Tobacco-Free Kids Releases Quarterly Update Of Tobacco Industry Federal Political Contributions

The Campaign for Tobacco Free Kids, in partnership with Common Cause, recently released a quarterly update of tobacco industry political campaign contributions to federal candidates, political parties and political committees. View a press release and link to the full report at: <http://tobaccofreekids.org/Script/DisplayPressRelease.php3?Display=745>

Quotes Supporting Smokefree Air

ANR has updated its lists of quotes from restaurateurs and policymakers supporting smoke-free air policies. Restaurant owner, manager and employee quotes can be found at: www.no-smoke.org/economic%20benefits%20quotes.html For policymaker quotes go to: www.no-smoke.org/elected_quotes.html

ANR's "What to Expect from the Tobacco Industry"

This document, prepared by ANR, summarizes key tobacco industry tactics to undermine clean indoor air work. www.no-smoke.org/expect.pdf

Storefront and Point-of-purchase Tobacco Ads

*An article in the March issue of Evaluation and the Health Professions examines changes in storefront tobacco ads following the Master Settlement Agreement ban on tobacco billboards. View the abstract: www.ncbi.nlm.nih.gov/entrez/query.fcgi?cmd=Retrieve &db=pubmed &dopt=Abstract&list_uids=14994557 This Tobacco Control article finds that storefront tobacco ads are far more prevalent in predominantly minority, low income communities. Tobacco companies obtain this advertising at little cost. View the article: http://tc.bmjournals.com/cgi/content/full/11/suppl_2/ii71 This MMWR article finds that retail environments frequented by teens heavily promote tobacco use, and recommends that public health efforts address point-of-purchase exposure to tobacco

advertising and marketing. View the article: www.cdc.gov/mmwr/preview/mmwrhtml/mm5109a2.htm

Industry Watch

Spit Tobacco Promotions Target College Campuses

According to a news story in the Sacramento Bee, smokeless tobacco manufacturers are targeting college students with promotional activities at fraternity parties, bars and nightclubs near campus, often promoting their products as an alternative to deal with smoke-free policies. College students 18 or older are offered free samples of bourbon-flavored Copenhagen, "Berry Blend" Skoal or "spit-free" Revel. In some cases, U.S. Smokeless Tobacco Co. pays establishments to promote its brands. View a press clip describing promotional practices: www.sacbee.com/content/news/medical/story/9419946p-10344203c.html

Information and links to non-Federal organizations are provided solely as a service to Media Network Members. Links do not constitute an endorsement of any organization by CDC or the Federal Government, and none should be inferred. CDC is not responsible for the content of the individual organizations found at non-Federal links.

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